

Generic campaign
fruit and vegetables
from September 1995

Information Office for Fruit and Vegetables
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Agenda

- Information Office for Fruit and Vegetables
- Drop in consumption
- Causes for the drop
- Health connection
- Target group
- 1995-1998 campaign
- 1998-2000 campaign
- 2001 campaign

Information Office for Fruit and Vegetables

Drop in consumption

Period 1988-1998

- Vegetables: min 13%
- Fruit: min 16%

Drop in consumption

| | 1987/88 | 1992 | 1997/98 |
|------------|---------|------|---------|
| Fruit | 125g | 114g | 105g |
| Vegetables | 141g | 128g | 123g |

At least 200g of vegetables and 200g of fruit recommended per day.
(Each day 2 servings of vegetables and 2 pieces of fruit, i.e. each day 2 + 2)

Most important reasons for the drop

- Convenience trend
- Internationalisation trend
- Grazing trend
- Fewer vegetables per meal
- Increasing trend to eat unhealthy snacks rather than fruit

Health connection

'Fruit and Vegetables in Chronic Disease Prevention'
Wageningen Agricultural University

Aim of the study

'Scientific basis for a generous consumption of fruit and vegetables within the context of the prevention of chronic diseases'

Health connection

Conclusions

The consumption of 400g of fruit and vegetables per day can prevent 12.000 cases of cancer each year.

The consumption of 400g of fruit and vegetables per day can prevent 8.100 deaths as a result of heart and vascular diseases each year.

Target group

| | |
|--------------|---------------|
| Heavy users | (>50 years) |
| Medium users | (25-50 years) |
| Light users | (<25 years) |

Target group

Primary target group

Shoppers between the ages of 25-50 years

Secondary target group

Intermediaries/influential people and retail traders

Target group

| Consumer | Intermediaries | Trade | Press |
|-------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">- shoppers between the ages of 25-50- young people | <ul style="list-style-type: none">- Health organisations- Government (Ministry of Health, Welfare and Sports and Ministry of Agriculture, Nature Management and Fisheries)- Regional health organisations- Dieticians- Doctors (receptionists)- Caterers- Primary school teachers | <ul style="list-style-type: none">- Retail traders- Supermarkets- Wholesalers and distributors- Industry | <ul style="list-style-type: none">- TV- Radio- Specialist press- General press |

1995-1998 campaign

Communication aim

Optimising and expanding knowledge in respect of the recommended consumption of fruit and vegetables. Achieving a 60% spontaneous familiarity within the target group with the recommendation “2+2”.

1995-1998 campaign

Two-track policy

Track 1: consumer campaign in the mass media

Track 2: communication aimed at the “intermediary group” (i.e. *indirectly* aimed at consumers!)

1995-1998 campaign

Spontaneous familiarity with the correct guideline 'Each day two servings of vegetables and two pieces of fruit'.

| | Aug 95* | Oct 95 | May 96 | Oct 96* | May 97 | Oct 97 | May 98 | Oct 98 |
|----------------------------------------------|---------|--------|--------|---------|--------|--------|--------|--------|
| Everybody | 7% | 12% | 23% | 15% | 21% | 21% | 26% | 39% |
| 25-50 year olds responsible for shopping | 9% | 17% | 33% | 19% | 28% | 29% | 33% | 47% |
| 25-50 year olds not responsible for shopping | 5% | 10% | 16% | 10% | 10% | 14% | 15% | 31% |

* No advertising campaign during this period

1995-1998 campaign

Total familiarity with the correct guideline 'Two ounces of vegetables and two pieces of fruit'

| | May 97 | Oct 97 | May 98 | Oct 98 |
|------------------------------------------------|--------|--------|--------|--------|
| Everybody | 44% | 63% | 69% | 72% |
| 25-50 year olds responsible for shopping | 52% | 71% | 73% | 74% |

1999-2000 campaign

Target group

25-50 year olds responsible for shopping

Aims

1st. Identifying with the guideline > 33%

2nd. Maintaining familiarity with '2+2'

Media

Women's magazines

1999-2000 campaign

Spontaneous familiarity with the correct guideline 'Each day two servings of vegetables and two pieces of fruit'.

| | Aug 95* | Oct 95 | May 96 | Oct 96* | May 97 | Oct 97 | May 98 | Oct 98 | Oct 99* | Sep 00* |
|----------------------------------------------------|---------|--------|--------|---------|--------|--------|--------|--------|---------|---------|
| Everybody | 7% | 12% | 23% | 15% | 21% | 21% | 26% | 39% | 22% | 21% |
| 25-50 year olds responsible for shopping | 9% | 17% | 33% | 19% | 28% | 29% | 33% | 47% | 39% | 30% |
| 25-50 year olds not responsible for shopping | 5% | 10% | 16% | 10% | 10% | 14% | 15% | 31% | 16% | 17% |

* No advertising campaign during this period

1999-2000 campaign

Total familiarity with the correct guideline 'Two servings of vegetables and two pieces of fruit'

| | May 97 | Oct 97 | May 98 | Oct 98 | Oct 99* | Sep 00 |
|------------------------------------------|--------|--------|--------|--------|---------|--------|
| Everybody | 44% | 63% | 69% | 72% | 74% | 70% |
| 25-50 year olds responsible for shopping | 52% | 71% | 73% | 74% | 80% | 76% |

2001 campaign

How to proceed?

One step backward:

Concentration on knowledge and 'Live it up with fruit and vegetables'

2001 campaign

Activities

Consumers

- TV and/or radio
- Information teams
- Information materials
- Internet
- Teaching package
- Advertorials in free local papers
- Action package for trading restaurants

2001 campaign

Intermediaries

- Newsletter (2x)
- Information materials
- Internet
- Teaching package

2001 campaign

Trade

- Campaign newspaper
- Fruit and vegetables logo
- Internet

2001 campaign

Press

- Press releases
- Information materials
- Internet
- Campaign newspaper
- Newsletter

2001 activities

Advertorials in free local papers

Articles in free local papers will explain easy ways for consumers to eat their daily quota of fruit and vegetables. The first article will appear in the spring. The second in the autumn.

New leaflet material

The 'Fruit and Vegetable Guide' is a popular mini-poster. Conveniently arranged information is given on the availability, nutritional value and preparation of fruit and vegetables. The inside of the kitchen cupboard is a favourite place for sticking the poster. Due to the success of the poster, two new posters will be developed next year. The first, which will be available in the spring, deals with the preparation of fruit and vegetables.

Teaching package

New teaching material for primary schools will come out in January. The title is 'Live it up with Fruit and Vegetables'. The material consists of project posters and a teacher's manual and links up perfectly with material taught to pupils in the last two years of primary school. The project poster stimulates children to actively search for information, carry out little experiments and talk to experts. The project poster provides basic information and gives suggestions of sources of information which could be consulted.

Information teams (weighing teams)

Employing 'weighing teams' in the fruit and vegetable sections of supermarkets is an intensive, but effective way of showing consumers how much fruit and vegetables must be bought to meet the guideline of 2 servings of vegetables and 2 pieces of fruit per day.

Advertisements or radio

During the period May-August 2000 'Eat more...' advertisements were placed in a number of magazines. Based on the results of an evaluation study, it was decided to opt for radio commercials, possibly in combination with TV, next year.

'Good nutrition, what's holding you back?'

The Information Office for Fruit and Vegetables collaborates with the Dutch Nutrition Centre to improve consumers' evaluation of their own fruit and vegetable consumption. The campaign 'Good food, what's holding you back' will, in 2001, include among other things activities in supermarkets, zoos and at McDonalds. A scratch test will also be available which will allow consumers to test whether or not they eat enough fruit and vegetables.

'Fruit and Vegetable Break'

Fruit and/or vegetables each day at school

Introduction

Young people (4-21 years) in particular have, over the last few years, been eating less and less fruit and vegetables. 2 servings of vegetables and 2 pieces of fruit (200g of vegetables and 200g of fruit) are required each day. Young people, on average, eat 30-50% less fruit and vegetables than the recommended quota. If people eat little or no fruit and vegetables when they are young, it is anticipated that this trend will be continued throughout their lives. As far as health is concerned, this is far from positive. Scientific studies have shown that fruit and vegetables play an important role in the prevention of Western diseases such as cancer, heart and vascular diseases and respiratory problems. Fruit and vegetables furthermore help young people to stay fit and healthy.

Among the causes for the drop in fruit and vegetables consumption are the convenience trend (fruit and vegetables must be cleaned and prepared, fruit gives you dirty hands), grazing (snacking between meals which leads to meals becoming less and less important), children having a greater say (chips rather than fruit and vegetables) and, in the case of fruit, the struggle to compete with cakes, snacks and candy bars. Besides, fruit and vegetables are not 'macho'.

Studies have shown that pupils acquire different eating habits when they change from primary to secondary education. They must make a lot more independent choices and decide for themselves what they find tasty and healthy. They eat breakfast less often and snack more. It is therefore important that young people are informed of the importance of fruit and vegetables. If children are taught from a young age to eat more fruit and vegetables it is more likely that they would continue to do so when they are older.

'Fruit and Vegetable Break'

The best way of ensuring that children will get into the habit of eating fruit and vegetables is to make it a structural part of lunches at primary school. Especially if teachers, by providing more fruit and vegetables, are forced to pay more attention to healthy eating habits which include more fruit and vegetables. It is important that children eat fruit and vegetables together. When pupils reach the age where they can choose for themselves what is healthy, it is more likely that they will also include fruit and vegetables.

Aim

The provision of fruit and vegetables at primary school, or the 'Fruit and Vegetable Break', introduces and profiles fruit and vegetables as a tasty and healthy snack. The ultimate aim is to stimulate the consumption of fruit and vegetables and to make fruit and vegetables an integral part of the eating habits of young people.

Set-up

In terms of the 'Fruit and Vegetable Break', all primary school pupils will, during the school year, be given fruit and vegetables on Mondays, Tuesdays, Thursdays and Fridays. The

products will be delivered to the school by a local grower or retailer on Monday and Thursday mornings. In addition, the schools will regularly receive a variety of materials containing information on fruit and vegetables, such as teaching materials, leaflets, banners, posters etc. Parents will be informed of the initiative by means of a leaflet. By completing the registration form, parents can register their children for the 'Fruit and Vegetable Break'.

Study

A study was carried out among parents, teachers and pupils as to the basic principle and feasibility of the 'Break'. In October 1999, the 'Fruit and Vegetable Break' was organised at 50 primary schools in The Netherlands. During the pilot scheme, pupils received fruit and vegetables at school every day for a week. According to the study, it seems as if parents would be willing to pay NLG 0.50 per product to cover the provision of fruit and vegetables. Teachers thought the 'Break' was a good initiative, but stressed that, due to work pressure, schools have little or no time for the financial and logistical implementation of the scheme. Teachers would only be prepared to undertake activities in respect of the receipt and distribution of the products. As regards the pupils, it is important that they are kept enthusiastic about the 'Break', for example, by varying the fruit and vegetables offered according to their preferences.

Financial administration

It is intended that the growers or retailers will be entirely responsible for the financial administration. They will process the data from the participating pupils. Payment will take place by direct debit in order to keep the costs as low as possible. Parents will be able to indicate on the registration form whether they want to pay in 1 or 2 instalments. The agreement will, without notice to the contrary, run until the end of the school year. A discount scheme will be in place for the second and possibly third child belonging to the same household.

Products

The quality of the products is of prime importance. Furthermore, the fruit and vegetables must be distributed in a quick and straightforward manner. Eating the products must not be a messy affair. The fruit and vegetables will therefore be delivered to the school ready to eat, i.e. clean, portioned where possible and, where necessary, with a spoon. As regards the products, the supplier will work according to a plan, i.e. aspects such as variety, season and the children's preferences will be taken into account. All pupils will receive the same product. It is advisable to ask someone at school to act as a contact.

Providing information

It is very important to inform parents and teachers of the initiative. The Information Office for Fruit and Vegetables is therefore prepared to explain the 'Break' at schools, for example, during parent evenings and meetings of parents' committees.

Organisations

The 'Fruit and Vegetable Break' is organised in collaboration with regional health organisations and growers/retailers. The initiative is also supported (although not financially) by *inter alia* the Dutch Nutrition Centre, the Dutch Heart Foundation and the Dutch Cancer Society.

State of affairs as at December 2000

An amount of NLG 0.50 per product seems acceptable, but it has in the interim come to light that it poses an obstacle to actually introducing the 'Break' at schools. NLG 0.50 is too much for many parents. After a number of years of lobbying we have finally managed, in December 2000, to get through to the government. The ministry of Welfare, Health and Sports (VWS) has in the meantime informed us that it would support the project, but that it would not make available any funding. The Information Office for Fruit and Vegetables (VGF) hopes that, with this declaration of support, the Ministry of Agriculture, Nature Management and Fisheries (LNV) would make every effort to convince the European Commission to make a subsidy available for the project. In the meantime, we will remain in talks with the Ministries of VWS, LNV, health organisations and the fruit and vegetables sector. To be continued.